

Marketing Channels

Lead Providers	\$ _____	SEO	\$ _____
Social Media	\$ _____	Public Speaking & Events	\$ _____
Networking	\$ _____	Promotions	\$ _____
By Referral	\$ _____	Other	\$ _____
TOTAL	\$ _____		

Marketing Budget for the Month and Number of Received Leads

Marketing Budget	\$ _____	Number of Leads	_____
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Lead Management

# Open/Cost Per	_____ \$ _____	# Contacted/Cost Per	_____ \$ _____	# Nurturing/Cost Per	_____ \$ _____
# Likely/Cost Per	_____ \$ _____	# Qualified/Cost Per	_____ \$ _____	# Agreed/Cost Per	_____ \$ _____
# Not Interested/Cost Per	_____ \$ _____	# Bad/Cost Per	_____ \$ _____	# Sales Pipeline/Cost Per	_____ \$ _____

Sales Pipeline

# Met/Cost Per	_____ \$ _____	# Showing/Cost Per	_____ \$ _____	# BBA/Cost Per	_____ \$ _____
# Buyer-UC/Cost Per	_____ \$ _____	# Buyer Closed/Cost Per	_____ \$ _____	# Pre-Listing/Cost Per	_____ \$ _____
# L-Presentations/Cost Per	_____ \$ _____	# Listings	_____ \$ _____	# Listings Sold/Cost Per	_____ \$ _____

Marketing Results

Sales Volume	\$ _____	Gross Sales Revenue	\$ _____	Brokerage Revenue	\$ _____
Sales Agent Revenue	\$ _____	Marketing Cost	\$ _____	Net Profit (R-MC)	\$ _____
# of Closed Buyers	_____	Buyer Sales Volume	\$ _____	Total Costs (SAR+MC)	\$ _____
# of Closed Sellers	_____	Seller Sales Volume	\$ _____	Net Profit Margin (NP/SAR)	\$ _____
Monthly Revenue	\$ _____	Monthly Hours	_____	Hourly Wage	\$ _____

Business Results

GROSS PROFIT

Sales Revenue	\$ _____
Variable Costs (Marketing)	\$ _____
Gross Profit (SR-VC)	\$ _____
Gross Profit Margin (GP/SR)	_____ %

NET PROFIT

Sales Revenue	\$ _____
Variable Costs (Marketing)	\$ _____
Fixed Costs (Business)	\$ _____
Total Costs (VC+FC)	\$ _____
Sales Revenue	\$ _____
Total Costs (VC+FC)	\$ _____
Net Profit (TC-SR)	\$ _____
Total Profit Margin (NP/SR)	_____ %